

## Display Rules and Regulations

Exhibitors must follow these guidelines for display at the *iHobbyExpo™*. Any request for variation from these rules must be submitted to Show Management in writing, with a detailed plan of the booth display, at least 30 days prior to the first day of set-up. The pipe and drape defining the area of each booth is not intended as a display fixture; product and signs should not be attached or affixed to the pipes or drapes.

### Linear Booth

**Definition:**

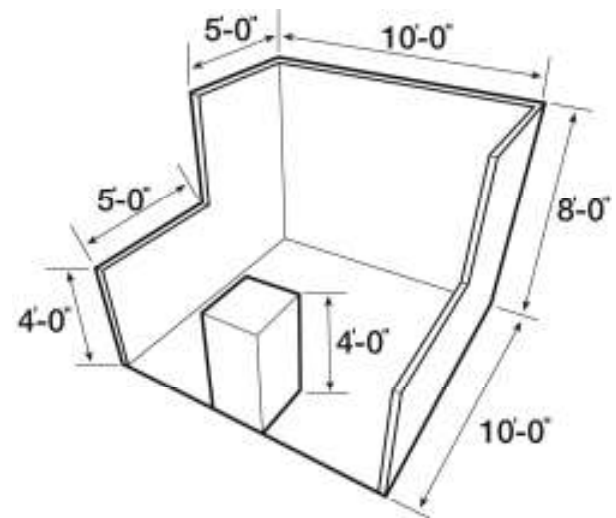
Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths.

**Dimensions:**

Linear Booths are ten feet (10') wide and ten feet (10') deep, i.e. 10'x10'. The maximum backwall height limitation is eight feet (8').

**Use of Space:**

Regardless of the number of Linear Booths utilized, (i.e. 10'x20', 10'x30', 10'x40', etc.) display materials must be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle. When three or more Linear Booths are used in combination as a single exhibit space, the four foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth. Exhibit opening must be at least 50% of the frontage on the designated aisle. Chairs, tables, easels, etc., must be confined to the dimensions of the booth in order to keep the aisles clear of exhibit displays and materials. All tables and chairs used for demonstrations must be placed at least two feet off of the aisle so that seated guests remain in the booth and do not block the aisle.



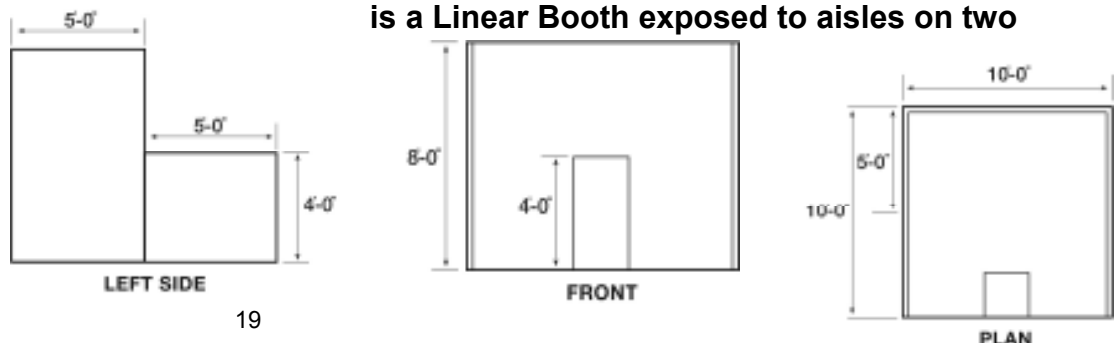
**10x10 LINEAR BOOTH**

### Corner Booth

**Definition:**

A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

is a Linear Booth exposed to aisles on two



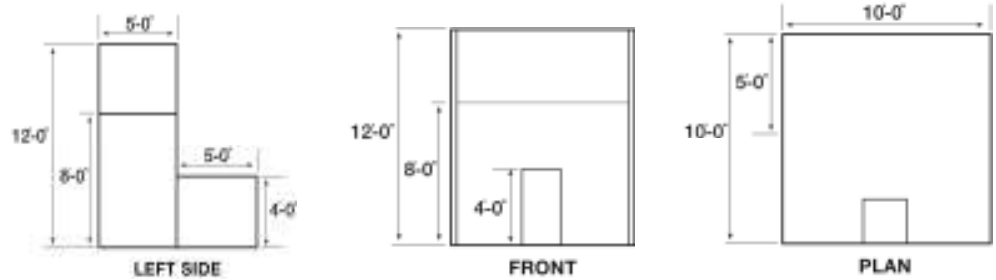
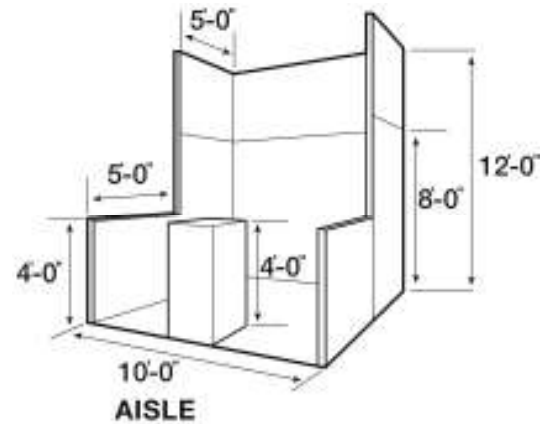
## Perimeter Booth

### Definition:

A Perimeter Booth is simply a Linear Booth that backs up to a wall of the exhibit facility rather than to another exhibit space.

### Dimensions and Use of Space:

All guidelines for Linear Booths apply to Perimeter Booths except that the maximum backwall height is twelve feet (12').



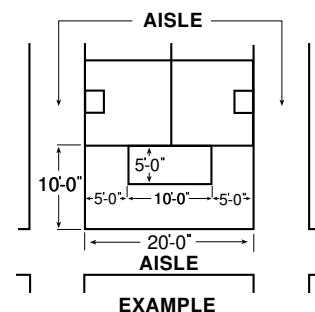
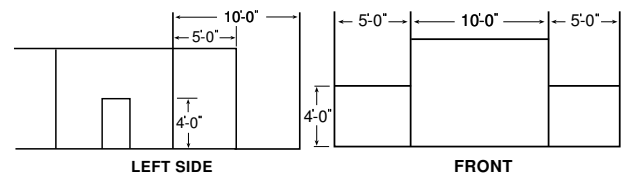
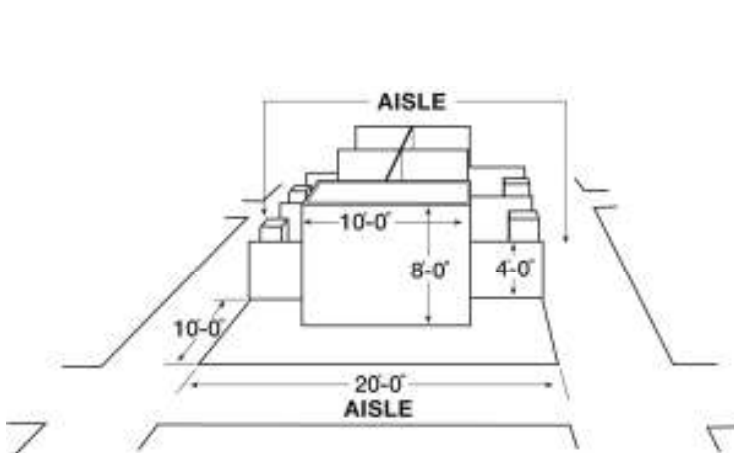
## End- Cap Booth

### Definition:

An End-cap Booth is composed of two booths and exposed to aisles on three sides.

### Dimensions and Use of Space:

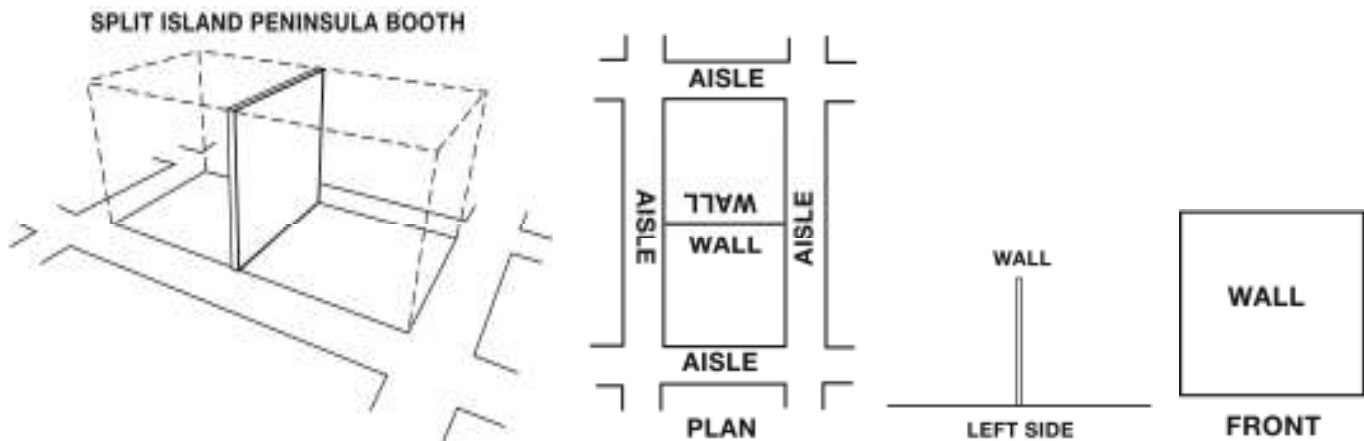
End-cap Booths are ten feet (10') deep by twenty feet (20') wide. The maximum backwall height of eight feet (8') is allowed only in the rear half of the booth space, and the backwall is restricted to four feet (4') high within five feet (5') of the two side aisles, permitting adequate line of sight for the adjoining Linear Booths. A four foot (4') height restriction is imposed on all materials in the five foot (5') space nearest the aisles. Exhibit opening must be at least 50% of the frontage on the 20' aisle. Chairs, tables, easels, etc., must be confined to the dimensions of the booth in order to keep the aisles clear of exhibit displays and materials. All tables and chairs used for demonstrations must be placed at least two feet off of the aisle so that seated guests remain in the booth and do not block the aisle.



## Endcap/Split Island Booth

### Definition and Use of Space:

A Split Island Booth is an End Cap Booth with a minimum size of 20 x 20 that shares a common backwall with another Split Island Booth with a minimum size of 20 x 20 or larger. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall line of sight restrictions. The maximum height allowance is twelve feet (12'). The entire cubic content of the space may be used up to the maximum allowable height. Perimeter walls must have a 10' opening for every 30' of continuous wall space. All outside walls must be appropriately and attractively decorated with exhibitor materials. If the outside walls are unfinished, the exhibitor will be required, at their own expense, to drape the undecorated wall. Exhibit opening must be at least 50% of the frontage on the designated aisle. Chairs, tables, easels, etc., must be confined to the dimensions of the booth in order to keep the aisles clear of exhibit displays and materials. All tables and chairs used for demonstrations must be placed at least two feet off of the aisle so that seated guests remain in the booth and do not block the aisle.



## Island Booth

### Definition:

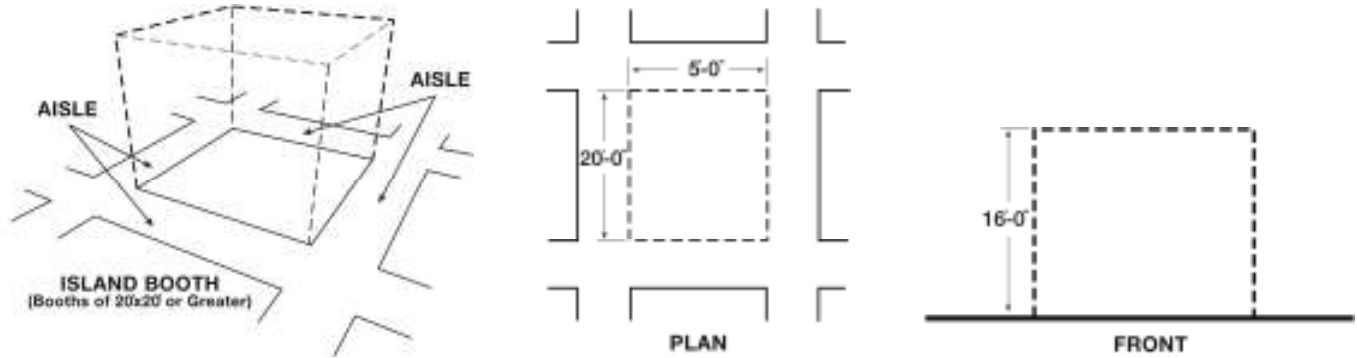
An Island Booth is any size booth exposed to aisles on all four sides.

### Dimensions and Use of Space:

An Island Booth is typically 20'x 20' or larger, although it may be configured differently. The entire cubic content of the space may be used up to the maximum allowable height. The maximum height allowance is twelve feet (12'). Sidewalls of height greater than four feet (4') placed within ten feet of the aisle may not be longer than half the length of the booth dimension along such aisle. For example, an 8' wall on the aisle border of a 30' foot booth dimension may be no longer than 15'. Perimeter walls must have a 10' opening for every 30' of continuous wall space. All outside walls must be appropriately and attractively decorated with exhibitor materials. If the outside walls are unfinished, the exhibitor will be required, at their own expense, to drape the undecorated wall. Exhibit opening must be at least 50% of the frontage on the

## Island Booth (continued)

designated aisle. Chairs, tables, easels, etc., must be confined to the dimensions of the booth in order to keep the aisles clear of exhibit displays and materials. All tables and chairs used for demonstrations must be placed at least two feet off of the aisle so that seated guests remain in the booth and do not block the aisle.



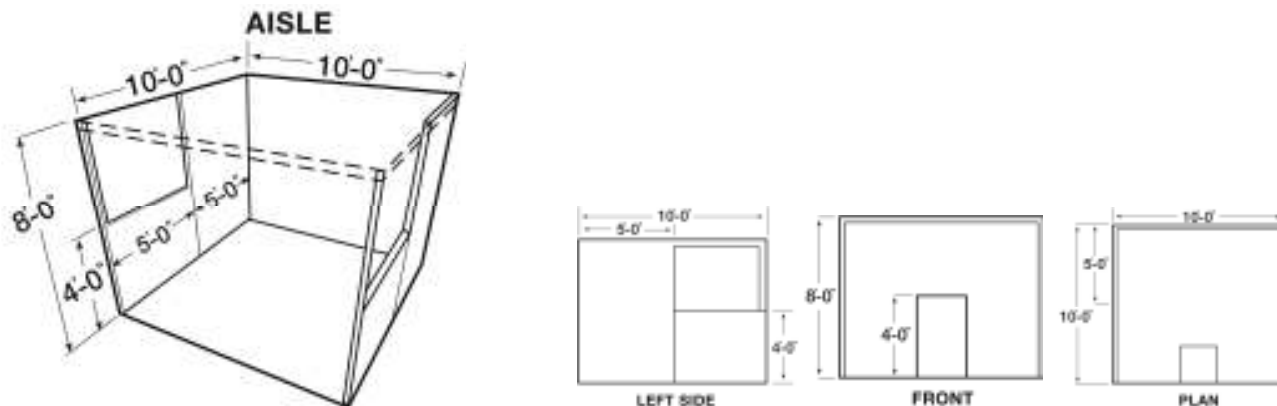
## Other Important Considerations

### Canopies and Ceilings:

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors or plasma screens from ambient light or for hanging products). Canopies for Linear, Corner, End Cap or Perimeter Booths should comply with the line of sight requirements (see "Use of Space for Linear or Perimeter Booths").

The base of the Canopy should not be lower than seven feet (7') from the floor within five feet (5') of any aisle. Canopy supports should be no wider than three inches (3"). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth.

Fire and safety regulations in the exhibit hall governing the use of canopies, ceilings and other similar coverings must be strictly followed. Check with the appropriate local agencies prior to determining specific exhibition rules.



### **Hanging Signs & Graphics:**

Hanging signs and graphics are permitted in all booths greater than 10' X 20' (200 square feet). Hanging Signs and Graphics must be set back ten feet (10') from adjacent booths. Approval for use of Hanging Signs and Graphics must be received by Show Management at least 30 days prior to installation. Drawings should be available for inspection.

### **Towers:**

A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used. A building permit may be required.

### **Multi-Story Exhibits:**

Generally, multi storied exhibits are allowed. However, the exhibit hall may have a height restriction which would preclude the use of a multi storied exhibit. Therefore, it is required that a written request be made, accompanied with detailed drawings of the proposed display, at least 90 days prior to the first day of set-up. Additional booth fees will be due. Exhibitor must be prepared to cooperate with the local authorities and the exhibit hall in meeting applicable regulations. A building permit may be required.

## **Issues Common To All Booth Types**

### **Americans with Disabilities Act (ADA):**

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301 and from the website [www.usdoj.gov/crt/ada/info.htm](http://www.usdoj.gov/crt/ada/info.htm)

### **Structural Integrity:**

All exhibit displays must be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation & dismantling equipment such as forklifts. Displays must also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures. Exhibitors should ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials to be displayed.

### **Flammable and Toxic Materials:**

All materials used in display construction or decorating must be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing by the local fire marshal. Materials that cannot be treated to meet the requirements should not be used. A flameproofing certificate should be available for inspection as well. Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the exhibit facility.

### **Electrical:**

All electrical wiring and equipment must meet the electrical code of the exhibit hall city in which the exhibition is held. Generally, this requires, among other things:

- All 110 volt wiring should be grounded three-wire;
- Wiring that touches the floor should be “SO” cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for “*extra hard usage*”.
- Cord wiring above the floor level can be “SJ” cord which is rated for “*hard usage*”.
- Using zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets and two-wire clamp-on fixtures is not recommended. Cube taps are not recommended.

### **Lighting:**

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems must submit drawings to Show Management for approval.
- Lighting should be directed to the inner confines of the booth. Lighting should not project into other exhibits.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by Show Management.
- Lighting that spins, rotates, pulses and other specialized lighting effects must be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.

### **Demonstrations:**

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation and demonstration areas to ensure compliance. Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. In these cases, exhibitors should establish a minimum setback of three feet (3') and/or install hazard barriers as necessary to prevent accidental injury to spectators. Sound demonstrations should not exceed 85 decibels. Additionally, demonstrations should only be conducted by qualified personnel.

### **Sound/Music:**

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices must be positioned so as to direct sound into the booth rather than into the aisle. Sound and noise should not exceed 85 decibels. Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SEASAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music. *Exhibitors are responsible for their own music license arrangements.*

**Balloons:**

All balloons (including helium) must be securely tethered to a fixed object and may be no longer than 36 inches in diameter and must be approved in writing by Show Management. Absolutely no balloons may be given away or sold. Exhibitors shall pay, or reimburse the *iHobbyExpo Show* if it shall have to pay any expenses resulting from retrieving balloons that have become unfastened from an exhibitor's display.